

# FISHER GLOBAL INTERNSHIP PROGRAM

Bradley Wolf

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Major: Finance

 *London, England* 

## OVERVIEW

STEP Category	Internship
Location	London, England
Company	London School of International Communication
Position	Digital Marketing Intern
Length	8 Weeks
Dates	June 1, 2018 – July 28, 2018

## PROJECT DESCRIPTION

My STEP Signature Project was a two-month long internship in London, England. I was the digital marketing intern for the London School of International Communication. The Global Internship Program lined up an interview with LSIC for me, which made the job placement process very easy. Some of my daily tasks included creating and analyzing marketing campaigns, uploading content to the company's website, writing blog posts for the website, and creating PowerPoint presentations. I, along with the other students on the program, stayed in an apartment building in the borough of Chelsea. My commute to work took around 35 minutes.



## WHY DID I CHOOSE GIP?

Gain valuable work experience

Looks great on a resume

Experience other cultures

Spend summer in an amazing city



A view of the city from the London Eye



## COSTS

Program Fee (Includes Internship Placement and Housing)	\$5,395
Visa Application & Sponsorship	\$1,250
Flight (Approximate; Cleveland to London-Heathrow)	\$1,500
Food, Transportation, Activities in London	???
Total Cost	\$9,000+

## MY TRANSFORMATION

From my STEP project, I learned a lot about myself, other cultures, and the field of marketing. Living in London and working at a company that provides English classes for people from all around the world taught me more about other cultures than I could have ever imagined. This international experience really changed my perspective on the world. I have vacationed in other countries before, but actually living in another country for extended period of time allows you to appreciate and understand their way of life so much more.



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STEP

Second-year Transformational Experience Program